

Traffic Order#

Printed: 10/16/2012 2:28 PM
Last Received: 10/16/2012 2:22 PM
Showing Buylines: All Lines

1 of 5

Station	KLAS-TV LAS VEGAS
Advertiser	() HECK, JOE
Product	HECK/CONGRESS/REP
Estimate#	
Buyer	WHITNEYEVERSOLE
Phone#	
Fax#	

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/23/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

JOE HECK FOR CONGRESS - NEVADA #3 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	500A-600A		2:30	\$225.00	10/17-10/19	3	1	3	\$675.00	
		Buyline Comment: NEWS										
	2	M-TU	500A-600A		2:30	\$225.00	10/22-10/23	2	1	2	\$450.00	
		Buyline Comment: NEWS										
	3	W-F	600A-700A		2:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
		Buyline Comment: NEWS										
	4	M-TU	600A-700A		2:30	\$275.00	10/22-10/23	2	1	2	\$550.00	
		Buyline Comment: NEWS										
	5	W-F	700A-900A		2:30	\$200.00	10/17-10/19	3	1	3	\$600.00	
		Buyline Comment: EARLY SHOW										
	6	M-TU	700A-900A		2:30	\$200.00	10/22-10/23	2	1	2	\$400.00	
		Buyline Comment: EARLY SHOW										
	7	W-F	900A-1000A		1:30	\$1,050.00	10/17-10/19	3	1	3	\$3,150.00	
		Buyline Comment: KELLY										
	8	M-TU	900A-1000A		1:30	\$1,050.00	10/22-10/23	2	1	2	\$2,100.00	
		Buyline Comment: KELLY										

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	9	W-F	1000A-1100A		2:30	\$450.00	10/17-10/19	1	1	1	\$450.00	
				Buyline Comment: PRICE IS RIGHT								
	10	M-TU	1000A-1100A		2:30	\$450.00	10/22-10/23	2	1	2	\$900.00	
				Buyline Comment: PRICE IS RIGHT								
	11	W-F	1200P-1230P		2:30	\$325.00	10/17-10/19	3	1	3	\$975.00	
				Buyline Comment: NEWS								
	12	M-TU	1200P-1230P		2:30	\$325.00	10/22-10/23	2	1	2	\$650.00	
				Buyline Comment: NEWS								
	13	W-F	1230P-200P		1:30	\$1,315.00	10/17-10/19	1	1	1	\$1,315.00	
				Buyline Comment: BOLD AND BEAUTIFUL/DEAL								
	14	M-TU	1230P-200P		1:30	\$1,315.00	10/22-10/23	1	1	1	\$1,315.00	
				Buyline Comment: BOLD AND BEAUTIFUL/DEAL								
	15	M-TU	300P-400P		1:30	\$1,490.00	10/22-10/23	2	1	2	\$2,980.00	
				Buyline Comment: ELLEN								
	16	W-F	430P-500P		2:30	\$450.00	10/17-10/19	3	1	3	\$1,350.00	
				Buyline Comment: NEWS								
	17	M-TU	430P-500P		2:30	\$450.00	10/22-10/23	2	1	2	\$900.00	
				Buyline Comment: NEWS								
	18	W-F	500P-630P		2:30	\$500.00	10/17-10/19	3	1	3	\$1,500.00	
				Buyline Comment: NEWS								

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	19	M-TU	500P-630P		2:30	\$500.00	10/22-10/23	2	1	2	\$1,000.00	
				Buyline Comment: NEWS								
	20	W-F	700P-800P		2:30	\$350.00	10/17-10/19	3	1	3	\$1,050.00	
				Buyline Comment: ENTERTAINMENT TONIGHT/INSIDER								
	21	M-TU	700P-800P		2:30	\$350.00	10/22-10/23	1	1	1	\$350.00	
				Buyline Comment: ENTERTAINMENT TONIGHT/INSIDER								
	22	W-F	1100P-1135P		2:30	\$600.00	10/17-10/19	3	1	3	\$1,800.00	
				Buyline Comment: NEWS								
	23	M-TU	1100P-1135P		2:30	\$600.00	10/22-10/23	2	1	2	\$1,200.00	
				Buyline Comment: NEWS								
	24	W-F	1135P-1237A		2:30	\$275.00	10/17-10/19	3	1	3	\$825.00	
				Buyline Comment: LETTERMAN								
	25	M-TU	1135P-1237A		2:30	\$275.00	10/22-10/23	1	1	1	\$275.00	
				Buyline Comment: LETTERMAN								
	26	SU	600A-630A		2:30	\$150.00	10/21-10/21	1	1	1	\$150.00	
				Buyline Comment: NEWS								
	27	SU	630A-800A		1:00	\$1,225.00	10/21-10/21	1	1	1	\$1,225.00	
				Buyline Comment: SUNDAY AM								
	28	SA-SU	1100P-1135P		2:30	\$400.00	10/20-10/21	2	1	2	\$800.00	
				Buyline Comment: NEWS								

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	29	M	900P-1000P		1:30	\$2,100.00	10/22-10/22	1	1	1	\$2,100.00	
				Buyline Comment: HAWAII 5-0								
	30	F	800P-900P		1:30	\$2,100.00	10/19-10/19	1	1	1	\$2,100.00	
				Buyline Comment: NCIS								
	31	M	1000P-1030P		2:30	\$350.00	10/22-10/22	1	1	1	\$350.00	
				Buyline Comment: ET								
	32	M	1030P-1100P		2:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
				Buyline Comment: INSIDE EDITION								
	33	SA	800P-1000P		1:30	\$2,000.00	10/20-10/20	1	1	1	\$2,000.00	
				Buyline Comment: PRIME MOVIE								
	34	W-F	400A-459A		4:30	\$20.00	10/17-10/19	2	1	2	\$40.00	
				Buyline Comment: NEWS								

---REPORT TOTALS---

Report Totals: 66 / \$36,675.00

---SALES MONTHLY TOTALS---

Oct 12: 66 / \$36,675.00

Sales Totals: 66 / \$36,675.00

Station Totals: 66 / \$36,675.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$122,250	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		